Client: PhoneNow

Reporter: Claire – Call Center Manager

Tim – Retention Manager

Gina – Human Resources Manager.

**Task 1: Call Center trends.**

* Relevant KPIs that reflect an accurate overview of long-term trends in customer and agent behavior.
* Create a dashboard in Power BI that can be used as a basis for discussion with management.

**Task 2: Customer Retention.**

* Customers in the telecom industry are hard-earned: we don’t want to lose them.
* The retention department is here to get customers back in case of termination.
* We would like to know more about our customers: visualized clearly so that it’s self-explanatory for our management.
* Define proper KPIs.
* Create a dashboard for the retention manager reflecting the KPIs.

**Task 3: Diversity and Inclusion.**

* Human Resources is highly into diversity and inclusion.
* Define relevant KPIs in hiring, promotion, performance, and turnover,
* Create a visualization reflecting the measures and KPIs.